

1 Add 2 Cal. Code Regs. Section 18450.1:

2 **18450.1. Definitions. Advertisement Disclosure.**

3 (a) An advertisement as defined in Government Code section 84501 includes but is  
4 not limited to the following:

5 1) A televised or radio broadcast (including cable television);

6 2) A communication as described in subdivision (a) of Government Code section  
7 84501 that is placed in a newspaper, periodical, or magazine of general circulation;

8 3) A telephone [Decision 1: , facsimile or other electronic] message that is not  
9 solicited by the recipient and is intended for delivery in substantially similar form to  
10 [Decision 2: 200/500/1,000] or more households;

11 4) A direct mailing that is not solicited by the recipient and is intended for delivery in  
12 substantially similar form to [Decision 3: 200/500/1,000] or more households;

13 5) Posters, door hangers, and yard signs produced in quantities of [Decision 4:  
14 50/100/200/500/1,000] or more;

15 6) A billboard;

16 7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square  
17 inches or larger produced in quantities of [Decision 5: 50/100/200/500/1,000] or more;

18 (b) In addition to the exempted communications in subdivision (b) of Government  
19 Code section 84501, the following are not an “advertisement”:

20 (1) A small promotional item (e.g., pen, pin, etc.) upon which the disclosures  
21 required by Government Code sections 84503, 84506 and 84507 cannot be  
22 conveniently printed or displayed, wearing apparel, and skywriting.

1           (2) A communication from an organization to its members, other than a  
2           communication from a political party to its members.

3           NOTE: Authority cited: Section 83112, Government Code.  
4           Reference: Sections 84501, 84502, 84503, 84504, 84505, 84506, 84507, 84508,  
5           84509, 84510 and 84511, Government Code.